

ONLINE SYSTEM AND METHOD OF
ORDERING AND SPECIFYING CONSUMER PRODUCT
HAVING SPECIFIC CONFIGURATIONS

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ABSTRACT OF THE DISCLOSURE

An online method of ordering and purchasing customized products is provided. The method includes receiving a custom order message incorporating order data and product configuration data submitted by an online user, and storing the order data and product configuration into a buyer database. The method includes entering the custom order and order data and product configuration into an order bank to be scheduled for manufacturing, and generating an order confirmation message and sending the order confirmation message to the user.